

Publication No. 45
Minimum Competencies
Series (Commerce): 4

MINIMUM VOCATIONAL COMPETENCIES
IN
MARKETING AND SALESMANSHIP

VOCATIONALIZATION OF EDUCATION. UNIT
NATIONAL COUNCIL OF EDUCATIONAL RESEARCH AND TRAINING
Sri Aurobindo Marg, New Delhi - 110016

C O N T E N T S

	<u>Page No.</u>
INTRODUCTION	1 - iii
1. Job Opportunities	1
2. Tasks to be performed under each Category of job	3
'A' Retail Salesman	
'B' Whole-sale Salesman	
'C' Industrial Salesman	
'D' House to House direct to Consumer Selling	
'E' Specialized Category of Salesman	
3. Task Analysis	16
'A' Receiving and attending the customer Ascertaining the Customers' needs Displaying Merchandise Presenting sales arguments Closing the sales Practising suggestive selling Other related activities Auxilliary selling activities Servicing activities	

1.
 - 'B' Maintaining sales of established items
 - - Selling new items
 - Introducing selling aids/devices
 - Selling manufacturers merchandising plan
 - Making Collection
 - Goodwill duties
 - Duties as a purchasing agent/buyer
 - 'C' Securing interviews
 - Conducting interviews
 - Conducting demonstration
 - Conducting the survey
 - Servicing the prospects
 - Related selling duties
 - Using company's advertisement and sales aids.
 - 'D' Selling to established customers
 - Securing and selling to new customers
 - Making House Calls
 - Related Sales activities
 - Goodwill duties
 - 'E' Activities related to auction
 - Activities related to insurance agents
 - Activities related to property dealers/estate brokers/property agents
 - Share Market activities
 - Activities related to export salesman
 - Activities related to fashion model.

4. Course Objectives

LIST OF PARTICIPANTS

Although a course of study is necessary for all instructional areas, it is of even greater significance in situations where manipulative processes are involved. When learning deals with performance type activities, some kind of analysis is necessary. Otherwise it will be impossible to identify and assemble a core of essential skills and related knowledge which will achieve desired goals. Furthermore manipulative operations require a certain sequential order of performance. Therefore, teachable content must have a logical and methodical manner of presentation. Without good instructional organisation, learning is likely to be haphazard and ineffective. Therefore identification of minimum competencies is an essential exercise before designing and planning suitable curricula for vocational subjects. The procedure for this purpose may include four steps - first listing of job opportunities, second identification of frequently performed duties under each job, third analysing tasks or duties into knowledge, skills and personality traits and fourth and last determining course objectives. Subsequently curricula are developed on the basis of minimum competencies identified through the steps mentioned above.

The Vocationalization of Education Unit of the NCERT organised a workshop at the NIE Campus, New Delhi from 20th to 24th June, 1983 for identification of minimum vocational competencies in (1) Banking and (2) Marketing and Salesmanship and to spell out knowledge, skills and personality traits components. In this workshop the jobs, duties and tasks

•

have been systematically analysed by a number of experts, field workers, teachers and curriculum framers in order to identify minimum vocational competencies in the area concerned.

It is hoped that the present exercise identification of minimum vocational competencies in ^{Marketing and Salesman Ship} which has been done on the basis of job analysis and actual duties performed by the Salesmen in business organisations will prove useful for the students, teachers, teacher educators, curriculum planners, bank clerks, employers and public at large. In fact this will help in making the programme really job and employment oriented.

MINIMUM VOCATIONAL COMPETENCIES IN MARKETING AND SALESMANSHIP

JOB OPPORTUNITIES

The following are the job opportunities available for those pursuing vocational course in Marketing and Salesmanship:-

WAGE EMPLOYMENT

1. General Salesman
2. Sales Assistant/Shop Assistant/Counter Salesman/Attendents/
Demonstrators.
3. Retail Salesman
4. Street Vendors (e.g. Hawker, Newspaper Seller, Milk Supplier etc.)
5. Whole Sales Salesman/Selling Agent
6. Purchasing Agent/Buyer;
7. Technical Salesman/Sales Representative/Technical Sales Demonstrator;
8. Touring Salesman/Travelling Salesman;
9. Auctioneer/Auction Crier/Auction Sale Conductor;
10. Insurance Agent;
11. Property/Estate Broker/Property Agent Dealer
12. Share Market Broker/Dalal
13. Export Salesman
14. Fashion Model

SELF EMPLOYMENT

1. Set up as a whole sale trader
2. Open a retail shop/establishment
3. Work as a commission agent

4. Take up an agency
5. Act as a Stockist
6. Act as an order-supplier/tender-supplier
7. Operate in a weekly retail Bazar

Note: Competencies for the above seven tasks are common as given under wage employment.

For the purpose of identification of knowledge, skills and personality traits components in Salesmanship Course the various 'job opportunities under the head wage-employment are grouped under the following two categories:-

Category	Job Opportunities
A	Retail Salesman: Selling to customer(job opportunities 1,2,3 and 4 are covered under it).
B.	Whole-sale Salesman: representing a manufacturer, selling directly to retailers (job opportunities 5 and 6 are covered by it).
C.	Industrial Salesman representing a manufacturer selling directly to business enterprises(job opportunity 7 is covered under it).
D.	House to house direct to consumer selling representing a manufacturer (job opportunity 8 is covered under it).
E.	Specialized category of salesman - The job opportunities from 9 to 14 under the head wage employment are a little specialized in character, hence require some additional knowledge on the part of a salesman(in addition to the knowledge and skills in salesmanship) of the area in which, he/she is functioning e.g., of auction, insurance, share market, export, grooming etc.

TASK TO BE PERFORMED UNDER EACH CATEGORY OF JOB

WAGE EMPLOYMENT

CATEGORY - 'A' - RETAIL SALESMAN SELLING TO CUSTOMER

TASK I Receiving and attending the Customer:

- Greeting and extending courtesies to the customer
- Expressing the intention to wait upon the customer
- Listening to the customer
- Guiding the customer to reach the proper counter

TASK II Ascertaining the Customer Needs:

- Asking questions about use
- Enquiring the purpose for which the articles are required
- Showing the merchandise samples (if possible)
- Watching actions and other expressions of customers.
- Listening attentively to what the customer asks for and his querries about merchandise

TASK III Displaying Merchandise

- Selecting merchandise to be shown first
- Displaying enough merchandise to afford sufficient choice
- Showing how the merchandise would look in use(if possible)
- Getting merchandise to customer quickly

TASK IV Presenting Sales arguments:

- Drawing attention of the customers towards the exclusive features of products
- Describing the product and its utility
- Quoting the price
- Meeting customer objections
- Observing what qualities the customer is interested in and discussing that

TASK V Closing the Sales:

- Centring attention on a few products
- Reviewing the selling points and finalising the products under consideration
- Creating good will
- Making out sales check
- Counting, measuring and weighing the products
- Packaging and billing
- Answering questions about delivery and holding goods
- Delivering the package

TASK VI Practising suggestive selling:

- Offering a substitute when the products asked for are not available.
- Suggesting for the purchasing of goods asked for at a later date on the arrival of goods.

- Suggesting the purchase of Economy Packs (wherever possible)
- Suggesting the purchase of other products in the shop/other departments in case of departmental stores and Super Bazaars.

TASK VII Other Sales related activities:

- Opening and closing of the shop
- Keeping the sales counter neat and clean
- Unpacking and storing the products at proper places
- Keeping a record of sales and maintaining accounts
- Organising of Stock clearance sales.
- Keeping products neat and clean
- Bringing ordered goods from the Stock.
- Taking delivery of goods from the manufacturer/agents/transporters.
- Pricing and price tagging
- Collection from the Debtors.

TASK VIII Auxilliary Selling activities:

- Preparing a daily work plan
- Attending sales meeting
- Keeping oneself informed of the industry, company, buyers motive, company advertising and competitive products.

TASK IX After sales, servicing activities;

- Telling customers about guarantee and servicing (aftersales)
- Showing and discussing the Service Booklets
- Delivering the service booklet.
- Making follow up calls to remind customer to get service
- Good will duties calling on customers at regular intervals after the delivery of Goods.

CATEGORY -- 'B' - Whole-sale Salesman representing a manufacturer selling directly to retailers .

B. Task to be performed under each job (Job Responsibilities:

Table I Maintaining Sales of Established items:

- Reminding retailers of items which they can possibly carry;
- Checking dealer's retailers stock
- Taking orders for the items not in stock

Table II Selling new items not now stocked by the retailer

- Showing of samples
- Getting few pieces introduced in each store
- Discovering items which customer should ask for.

TASK III Introducing Selling Aids/Devices

- Carrying selling aids

- Setting up of counter displays
- Calling on retailer's attention to company's advertisement
- Ordering for sales aids to be delivered to the retailer
- Setting up of mass merchandising displays and introducing counter cards, price-lists/tickets, window-display etc.

TASK IV Selling Manufacturer's Merchandising Plan

- Educating various uses of manufacturer's product
- Stressing importance of turnover in earning profit
- Presenting the product for inspection

TASK V Making Adjustment

- Establishing understanding
- Arranging for the return of merchandise for replacement
- Knowing adjustment policy of the manufacturer

TASK VI Making collections

- Collecting dues from the retailers
- Preparing the list for collection
- Remitting the collections to Head Office.

TASK VII Goodwill Duties

- Contacting dealers/retailers at regular intervals
- Enquiring about market trends
- Enquiring about defects, complaints and acceptability of the products

- Informing the Head Office regarding above

TASK VIII Duties as a Purchasing Agent/Buyer

- Receiving instructions from clients for specification of goods and rates at which the goods are to be purchased
- Purchasing goods on behalf of clients
- Taking delivery of the goods purchased and making arrangement for packing and delivery of goods
- Appraising and weighing goods to determine their value
- Sorting purchased goods according to their type, quality and value for the purpose of selling
- Making payments for purchases
- Forwarding receipts, bills etc. through bank for collection for goods sold
- Offering quotations against tenders
- Attending to all correspondence and enquiries pertaining to his/her activities
- Keeping close liaison with producers agent for knowing market fluctuations

CATEGORY 'C' - Industrial Salesman representing a manufacturer selling directly to business enterprises

TASK I Securing Interviews

- Selecting right man to see
- Preparing for interview

TASK II Conducting Interviews:

- Gaining attention of prospect

- Arousing interest
- Obtaining knowledge of the prospect's problems
- Explaining the products
- Gaining the confidence of the prospect
- Creating a desire in the prospect for commodity
- Demonstrating
- Meeting objections
- Securing orders

TASK III Conducting the Demonstrations

- Preparing for the demonstration

TASK IV Conducting the Survey

- Preparing for the survey

TASK V Servicing the Prospect

(As in the case of retail salesman's category 'A' Task IX)

TASK VI Auxilliary Selling Duties

(As in the case of retail salesman - Category A TASK VIII)

TASK VII Using Company's Advertising and selling aids

(As in the case of whole-sale salesman representing a manufacturer - Category B - TASK III AND IV)

CATEGORY 'D' - House to House direct to consumer selling representing a
- . manufacturer

TASK I Selling to Established Customers

(All the activities stated in Category 'A')
TASK I TO IX

TASK II Securing, and selling to New Customers

(In addition to what is stated in Category 'A')
TASK I TO IX

- Describing premium offer
- Demonstrating
- Giving free sample for use

TASK III Making House-Calls

- Establishing Rapport
- Canvassing
- Presenting merchandise for sale

TASK IV Auxiliary Selling Activities

(As stated under Category 'A') TASK VIII.

TASK V Goodwill Duties

- Calling on customers at regular intervals
- Adjusting complaints
- Inquiring about the defects and complaints of the product
- Arranging for the return of merchandise for replacement
- Reporting the Head Officer

CATEGORY E(I) - AUCTION/AUCTION-Crier/AUCTION-SALE-CONDUCTOR

TASK I Organising and conducting Auction

- Organising auction and selling to highest bidder
- Receiving/making arrangement to bring article to be auctioned
- Making inventories of items to be sold giving their short description and allotting number to each item
- Fixing the date and the time of the auction in consultation with the seller
- Describing briefly articles to be auctioned
- Publicising auction through hand-bills, posters, advertisement in newspapers etc.
- Acting as Crier during auction-sales
- Stimulating competitive bidding
- Repeating highest and final bid at three times and closing the sale to the highest bidder
- Writing against each item name of the highest bidder and the price offered

TASK II Subsidiary Activities

- Keeping accounts of money realised and remitting it to seller after deducting commission
- Attending to correspondence relating to his business

CATEGORY E(2) - INSURANCE SALESMAN/AGENT

TASK I Selling Insurance Plan/Policies

- Contacting prospective clients and canvassing for the sale of insurance policies
- , - Compiling list of prospective clients
- Attempting to sell insurance by explaining benefits of various plans
- Getting proposal forms filled by the client

TASK II Performing Insurance related activities

- Making arrangement for medical examination property inspection or other policy stipulation
- Collecting advance deposit against first premium and remitting the same to branch office
- Assisting policy-holders in servicing their policies
- Keeping record of business booked by him and collect amount of commission due to him
- Assisting policy-holders in getting their claims settled.

CATEGORY E(3) - Property Dealer/Estate Broker/Property Agent

TASK I Advising and assisting the client

- Advising client on purchase, sale and lease of real estate/property
- Assisting them in settling of deal on commission basis
- Contacting intending seller and purchaser of the property

TASK II Performing properly related activities

- Obtaining details of property to be held or purchased
- Estimating value of property, finding out prevailing rate in the locality
- Consulting engineers, municipal authorities for getting further details regarding title, mortgage, taxes etc. of the property
- Scrutinising list of sellers and prospective purchasers maintained
- Contacting them to find out requirements and placing before them proposals regarding different estate/property available for sale/lease
- Taking buyer to site and showing him the property
- Helping buyer and seller to arrive at an agreement
- Collecting earnest money from the purchaser and arranging to remit it to seller
- Attending to correspondence pertaining to his business
- Advertising property for purchase/sale/lease
- Approaching legal advisors with parties concerned
- Drawing out terms of contract and finalising deed

CATEGORY E (4) - SHARE MARKET BROKER/DALAL

TASK I Selling Shares, Bonds and other Securities

- Furnishing information to prospective customers regarding shares/bonds/securities, prospects of business and market conditions
- Purchasing and selling of shares, bonds and other securities on behalf of customers in stock exchange on commission basis

TASK II Analysing Market Trends

- Studying balance sheet of various business concerns and market rates of important shares, bonds, securities etc.
- Explaining the customers advantages/disadvantages of buying and selling various types of securities

TASK III Performing Routine Activities

- Maintaining account of day-to-day transactions and settling accounts with clients periodically after deducting his commission
- Attending to all correspondence connected with his business

CATEGORY E (5) - EXPORT SALESMAN

TASK I Contracting and Selecting Distributors

- Studying qualifications of interested firms/parties, securing information about them, recommending firms/parties to be approached, providing distributors with product information helping distributors in analysing export market potentialities.

TASK II Analysing competition

- Analysing competitive situations to ensure that prices, discount and other terms and conditions are competitive

TASK III Executing Export Order

- Analysing export procedure; investigating shipping charges periodically; notifying company of charges in such charges, supplying company with pamphlets covering local laws, taxes etc.

TASK IV Credit and Financial Activities

- Reporting on credit standing; recovering and collecting dues

TASK V Making Adjustments

Inspecting articles submitted for adjustment; determining amount to be charged in replacement, reporting on adjustments.

TASK VI Reporting Duties

- Corresponding; reporting on competition, estimated sales, advertisement; preparing general and special reports.

CATEGORY E (6) - FASHION MODELS

TASK I Modelling and Displaying

- Modelling garments and accessories such as jewellery, foot-wear, cosmetics, hand bags for display to respective customers.

TASK II Grooming and Demonstrating

- Dressing in sample or completed garments; matching jewellery etc. and stand, turn, and walk to demonstrate features such as quality, style and design to deservers at fashion shows, private showings and retail establishments.

TASK ANALYSIS (Identification of Knowledge, Skills and Personality Traits)

Category - A: Retail Salesman (Jobs 1 to 4)

No.	Tasks	Knowledge	Practice/Skill	Personality Traits
1.	Receiving and attending the customers	<ul style="list-style-type: none">- Social etiquettes and customs- local languages- customer psychology- shop layout	<ul style="list-style-type: none">- Ability to greet customers suitably- Ability to communicate in different language- Ability to deal with more than one customer at a time- Ability to listen and understand the customer- Ability to help the customer to reach the proper counter/place	<ul style="list-style-type: none">- Promptness- Courtesy- Cheerfulness- Good speech habits- Punctuality- Personal Grooming- Judgement- Common sense- Enthusiasm- Efficiency- Tactfulness
2.	Ascertaining the customers needs	<ul style="list-style-type: none">- Knowledge of different uses of different products- Different available samples- Facial expressions/face reading	<ul style="list-style-type: none">- Ability to frame appropriate questions- Ability to ask relevant questions- Ability to elicit proper response- Ability to elicit proper purpose, skill of purchasing the product- Ability in displaying the samples- Ability to prepare samples/sample packs	<ul style="list-style-type: none">- Cooperation- Initiative- Promptness- Enthusiasm- Courtesy- Cheerfulness- Good speech habits- Acceptance of responsibility- Honesty- Judgement- Common sense

- | | | | |
|-------------------------------|--|--|--------------------------------|
| | | - Skill in face reading | - Efficiency |
| | | - Ability to arouse interest and curiosity | - Tactfulness |
| 3. Displaying merchandise | - Knowledge of different merchandise and its uses | - Practice in locating the merchandise | - Cooperation |
| | - Merchandise location | - Skill in selection to match customer preferences | - Initiative |
| | - Customer's needs | - Skill in displaying necessary merchandise | - Promptness |
| | - Delivery time | - Ability to demonstrate the practical use of products | - Accuracy |
| | - Display presentation various types of display | - Ability to move the merchandise quickly | - Courtesy |
| | - Demonstrations | | - Cheerfulness |
| | | | - Patience |
| | | | - Obedience |
| | | | - Judgement |
| | | | - Common sense |
| | | | - Enthusiasm |
| | | | - Tactfulness |
| 4. Presenting sales arguments | - Knowledge of the different features of the product | - Skill in explaining displaying the features of the product | - Cooperation |
| | - Methods of drawing attention | - Ability to draw attention | - Initiative |
| | - Uses of products | - Ability to explain/demonstrate the uses of products | - Promptness |
| | - Prices of products | | - Accuracy |
| | | | - Courtesy |
| | | | - Cheerfulness |
| | | | - Acceptance of responsibility |

- Competitive product in the market
- Consumers behaviour and motivation

- Ability to quote prices suitably
- Ability to convince the customers appropriately and competently
- Skill in understanding and pin pointing customers needs

- Trustworthiness
- Judgement
- Common sense
- Interest
- Enthusiasm
- Willingness to accept criticism
- Efficiency
- Patience

Closing the Sales

- Knowledge of customer's preferences/ choices
- Features of product
- Weights and measurements

- Skill in identifying customer's preferences/ choices
- Skill in explaining/ demonstrating features of product
- Ability to narrow down the preferences/ choices of customers

- Dependability
- Sincerety
- Cooperation
- Initiative
- Promptness
- Accuracy
- Courtsey
- Cheerfulness
- Acceptance of responsibility
- Honesty

- Modes of packing
- Simple knowledge of bills, invoices and memos
- Modes of delivery
- Provisions of sales of goods Act, pertaining to delivery and holding of the goods
- Ability to help the customer to make final selection of product
- Ability to win the confidence of the customer
- Ability to match the product with the order
- Skill in weighing
- Practices in measurement
- Skill in packing the different types of products properly
- Ability to deliver goods
- Ability to interpret the provisions of sale of Goods Act
- Following directions
- Judgement
- Common Sense
- Interest
- Enthusiasm
- Politeness

, Practising suggestive selling	<ul style="list-style-type: none"> - Knowledge of substitutes and supply period for different products - Available economy Packs; - Products available at other counters 	<ul style="list-style-type: none"> - Ability to find substitutes - Ability to replenish the stock - Ability to convince the customer - Ability to guide the customer to reach the proper counter - Ability to persuade for alternative product 	<ul style="list-style-type: none"> - Liberality - Cooperation - Initiative - Promptness - Accuracy - Emotional attachment - Courtesy - Acceptance of responsibility - Judgement and common sense - Efficiency - Tactfulness - Resourcefulness
7. Other related activities	<ul style="list-style-type: none"> - Knowledge of principles of storing - Shop hygiene - Recording of the sales in the books of accounts - Principles of Accountancy and recording of transactions 	<ul style="list-style-type: none"> - Ability to lock and unlock the shop - Skill in packing and storing - Ability to maintain the counter - Practise in recording the sales transactions - Skill in displaying - Ability to evaluate the inventory 	<ul style="list-style-type: none"> - Cooperative - Initiative - Promptness - Accuracy - Responsibility - Judgement - Common sense - Efficiency - Resourcefulness

- 21 -

- Displaying
- Stock and stock taking techniques
- Market fluctuations
- Rules regulations and conventions of various modes of transportation
- Prices of products
- Coding prices
- Modes of collection
-

- Ability to fix the price
- Ability to forecast market fluctuations
- Practice in keeping the products neat and clean
- Ability to arrange for the movement of the goods
- Ability to get delivery of goods quickly
- Practices in checking the goods with check-list Invoice
- Ability to decyphar the price codes
- Ability to put the price tags
- Practices in the collection of dues

- Neatness

8. Auxilliary selling activities

- Knowledge of planning the work
- Conduct of the meetings
- Types of sales meetings

- Ability to plan the daily work
- Ability to conduct the Sales meeting and to record the minutes
- Ability to prepare read, study and understand the company reports and reviews

- Cooperation
- Initiative
- Promptness
- Courtesy
- Accuracy
- Ability to get along with others
- Acceptance of responsibility

- Punctuality
- Following direction
- Judgement
- Common Sense
- Interest
- Enthusiasm
- Tactfulness
- Patience

9. Servicing
Activities

- Knowledge of the terms and conditions relating to guarantee and services(after sales)
- Product performance

- Practices in attending to the guarantee period complaints
- Ability to help the customer to benefit from the information contained in the Book
- Ability to make follow up calls

- Cooperation
- Initiative
- Accuracy
- Courtesy
- Acceptance of responsibility
- Punctuality
- Following directions
- Efficiency
- Tactfulness

CATEGORY-B: Whole-sale Salesman representing Manufacturer
selling directly to Retailer

S.No.	Tasks	Knowledge	Practice/Skill	Personality Traits
1.	Maintaining Sales of established items	<ul style="list-style-type: none"> - Knowledge of Retail Customers and their periodical requirements - Methods of ascertaining retailer's stock position; and - Wholesalers' stock level 	<ul style="list-style-type: none"> - Ability to find out why the repeat-order has not been received - Ability to correspond - Ability to find out the stock position with the retailers 	<ul style="list-style-type: none"> - Cooperation - Initiative - Promptness - Accuracy - Courtesy - Punctuality - Following directions - Judgement - Efficiency - Tactfulness - Resourcefulness
	Selling New items not stocked by the Retailers	<ul style="list-style-type: none"> - Knowledge of the new items not available with the retailer - Different available samples - Understanding of proper quality of samples 	<ul style="list-style-type: none"> - Skill of introducing the new products to a particular retailer - Ability to display the samples - Ability to prepare samples/sample-packs - Ability to locate the stores, not selling the new product - Ability to convince the stores to 	<ul style="list-style-type: none"> - Cooperation - Initiative - Promptness - Accuracy - Courtesy - Cheerfulness - Good speech habits - Responsibility - Honesty and trustworthiness

- Knowledge of the new items likely to be required by the customer
- Ability to convince the stores to introduce the new product
- Ability to discover the new requirements of the customer
- Following directions
- Judgment
- Common sense
- Interest and Enthusiasm
- Efficiency
- Tactfulness

5. Introducing selling Aids/ Devices

- Knowledge of different media of advertisement and sales-aids
- Ability to use the selling aids
- Ability to display at the counter
- Dependability
- Initiative
- Promptness
- Different types of counter displays
- Ability to draw the retailers attention to the manufacturers' advertisement
- Courtesy
- Cheerfulness
- Good speech habits
- Manufacturers Advertisement Policy
- Ability to place order for sales
- Acceptance of responsibility
- Trustworthiness
- Sales aids required by the retailer
- Ability to set up mass merchandising display
- Common sense
- Interest and Enthusiasm
- Tactfulness
- Knowledge of mass merchandise display

- | | | | |
|--|---|--|---|
| <p>* Selling Manufacturer's merchandising plan -</p> | <ul style="list-style-type: none"> - Knowledge of various uses of the product - The prospective buyers - Features of the product presented for inspection - Advertisement and selling plans - Competitive markets. | <ul style="list-style-type: none"> - Ability to identify various uses of the products - Ability to express/ demonstrate various uses of products - Practice in presenting the goods for inspection - Ability to identify opportunities of increasing the turn-over - Ability to increase the Turn-over. | <ul style="list-style-type: none"> - Cooperative - Initiative - Promptness - Accuracy - Courtesy - Cheerfulness - Good speech habits - Honest and trustworthiness - Following directions - Efficiency |
| <p>5. Making adjustments</p> | <ul style="list-style-type: none"> - Knowledge of the adjustment policy of the manufacturer | <ul style="list-style-type: none"> - Ability to develop rapport - Ability to make minor adjustments in sale and return of products - Ability to implement the adjustment policy of the manufacturer. | <ul style="list-style-type: none"> - Initiative - Promptness - Accuracy - Courtesy - Acceptance of responsibility - Honesty - Following directions - Judgement - Tactfulness |

Making
Collection

- Knowledge of modes of collection and various modes of remittances

- Practices in collecting the dues
- Ability to prepare the Debtors List
- Practices in remitting to the Head Office, through various channels.

- Resourcefulness
- Surety
- Tactfulness
- Patience
- Obedience
- Efficiency
- Interest
- Following directions
- Honesty
- Responsibility
- Good speech habits.

, Good will
Duties

- Knowledge of the significance of regular visits
- Knowledge of the communication and its channels.

- Ability to pay regular visits
- Ability to acquire the relevant informations from the newspapers and periodicals and other Co-dealers.
- Skill in developing the rapport with the Customers (retailers)
- Ability to prepare the questionnaire to elicit informations about the drawbacks and qualities of the products
- Skill in eliciting information through

- Loyalty
- Cooperation
- Initiative
- Promptness
- Accuracy
- Courtesy
- Ability to get along with others
- Acceptance of responsibility
- Following directions
- Judgement

correspondences,
telephone and personal
visits

- Ability to communicate the drawbacks of the products to the Head office, through the media of letters, proformas, telephone, messengers, etc.

• Duties as a
purchasing Agent/
Buyer

- | | | |
|--|--|-----------------------------|
| - Conceptual knowledge of purchasing | - Ability to buy | - Resourceful |
| - Requirements of the clients | - Ability to pack and deliver the goods | - Tactfulness |
| - Sources from where the required goods can be ordered | - Ability to appraise the goods | - Efficiency |
| - Modes of buying from the supplier | - Ability to classify the goods according to their type, quality and value for selling | - Follow directions |
| - Classification of the goods according to their type, quality and value | - Ability to remit money | - Acceptance responsibility |
| - Different modes of sending money | - Ability to choose the appropriate mode of remitting money | - Courtesy |
| - Procedures of forwarding receipts, bills etc. through banks | - Ability to send the documents through banks | - Cooperative |
| - Procedure to tender/quotations | - Ability to choose the genuine tender | |
| - Knowledge of drafting and preparing reports | - Ability to place order | |
| | - Practices in understanding the letters of enquires and writing suitable | |

1:

- Skill in establishing liaison with producers agent

CATEGORY - C: Industrial Salesman Representing a manufacturer selling directly to Business Enterprise

Securing Interviews

- Knowledge of the interview situations and techniques
- Ability to fix appointments
- Ability to keep appointments
- Ability to convince
- Ability to communicate
- Proficiency in spoken languages
- Ability to present the arguments in a precise form
- Ability to arrange for samples to be produced at the time of interview
- Courtesy
- Cheerfulness
- Good speech habits
- Personal grooming
- Common sense
- Enthusiasm
- Courage

Conducting Interviews

- Knowledge of the problems of the prospects/business enterprise
- Ability to discuss the problems
- Ability to put forth the suggestions
- Various features/uses of the products
- Practices in convincing the prospect by explaining the uses of the products
- Short-comings of the products
- Practices in demonstration of the products
- Business enterprise
- Ability to alleviate the objections/complaints of products
- Tactfulness
- Resourcefulness
- Initiative
- Common sense
- Efficiency
- Responsibility
- Good speech habits
- Confidence

		- Ability to procure orders	
Conducting Demonstration	<ul style="list-style-type: none"> - Knowledge of the product - Demonstration technique - Various steps - Feedback 	<ul style="list-style-type: none"> - Ability to explain the product elements - Practice in explaining the alternative uses of products - Practice in demonstration - Ability to generalize the results of the demonstration 	<ul style="list-style-type: none"> - Courtesy - Responsibility - Interest - Efficiency - Loyalty - Tactfulness - Willingness to accept criticism
Conducting the survey	<ul style="list-style-type: none"> - Knowledge of the area to be covered - Products to be introduced - Preliminary knowledge of the survey, its techniques, and data collection and analysis - Drawing conclusions - Formulating recommendations 	<ul style="list-style-type: none"> - Ability to survey the areas - Ability to explain the uses of the products - Ability to collect and tabulate the informations - Ability to draw the conclusions - Ability to formulate recommendations 	<ul style="list-style-type: none"> - Aggressiveness - Cheerfulness - Good speech habits - Willingness to accept criticism - Enthusiasm - Personal Brocqing - Fancfulness - Honesty - Courtesy - Initiative - Accuracy - Sincerity

Servicing the Prospect(Business Enterprise)	Same as in the case of General Salesman Category 'A'	Same as in the case of General Salesman Category 'A'	As in the case of Salesman Category 'A'
6. Related Selling duties	-do-	-do-	-do-
7. Using Company's advertising and sales aids	Same as in the case of Category 'B' tasks 3 and 4	Same as in the case of Category 'B' tasks 3 & 4.	As in the case of Category 'B' tasks 3 & 4.
CATEGORY 'D' - House to House Selling direct to - - <u>consumer/manufacturer</u>			
1. Selling to Established Customers	Same as in the Category 'A'	As as in Category 'A'	Same as in Category 'A'
2. Securing and Selling to new Customers	- Demonstration and other methods of selling	<ul style="list-style-type: none"> - Ability to describe premium offer - Ability to demonstrate - Ability to choose prospective buyers for giving samples 	<ul style="list-style-type: none"> - Efficiency - Enthusiasm - Judgement - Following directions - Trustworthiness - Punctuality - Accepting of Responsibility - Ability to get alongwith others - Accuracy, and - Promptness

4. Making House Calls

- | | | |
|---|--|-----------------------------------|
| - Knowledge of the visiting norms | - Ability to observe visiting norms | - Initiative |
| - Knowledge of the features of products | - Ability to develop rapport | - Resourcefulness |
| | - Ability to convince others | - Emotional stability |
| | - Ability to present merchandise proposals | - Courtesy |
| | | - Cheerfulness |
| | | - Good speech habits |
| | | - Ability to go along with others |
| | | - Punctuality |
| | | - Honesty |
| | | - Personal appearance |
| | | - Judgement |
| | | - Willingness to accept criticism |

5. Related Sales Activities

Same as in Category 'A'

Same as in Category 'A'

Same as in Category 'A'

6. Goodwill Duties

- | | | |
|---|--|-----------------------------------|
| - Knowledge of significance of regular visits | - Ability to locate the addresses | - Co-operation |
| - Complaints and objections | - Ability to decide when to visit a customer | - Loyalty |
| - Rules and practices of return and replacement | - Ability to adjust complaints and objections | - Initiative |
| | - Ability to effect the returns and replacements according to terms and conditions | - Promptness |
| | | - Emotional stability |
| | | - Courtesy |
| | | - Cheerfulness |
| | | - Good speech habits |
| | | - Personal appearance |
| | | - Judgement |
| | | - Interest |
| | | - Willingness to accept criticism |

- Procedure of informing the head office about the complaints, returns and replacements
- Ability to write and communicate to the head office about the complaints, returns and replacements.

CATEGORY E-I: Activities related to Auction

- | | | | |
|--------------------------------------|--|---|--|
| 1. Organising and conducting auction | <ul style="list-style-type: none"> - Knowledge of sales by auction - Preparing inventories and arrangement of goods - Various advertising media - Consumers' behaviour - Preliminary knowledge of correspondence and accounts | <ul style="list-style-type: none"> - Ability to organise sale by auction - Practice of making arrangement of articles to be auctioned - Skill in inviting competitive bidding - Skill in inducing bidders for higher bidding - Practice in maintaining routine accounts and correspondence | <ul style="list-style-type: none"> - Initiative - Promptness - Loyalty - Cooperation - Judgement - Effective communication - Responsibility |
|--------------------------------------|--|---|--|

CATEGORY E-2: Activities related to Insurance Agents

- | | | | |
|--|---|---|---|
| 1. Selling Insurance Plan/policies and performing Insurance related activities | <ul style="list-style-type: none"> - Knowledge of insurance, its elements, importance, types, procedure and the various terms - Elementary knowledge of business correspondence - Rules and regulations pertaining to various types of insurance | <ul style="list-style-type: none"> - Ability to canvass the sale of policies - Skill in establishing contact with prospective clients - Ability to communicate effectively - Practice in filling up of relevant forms | <ul style="list-style-type: none"> - Efficiency - Promptness - Courtesy - Effective speech - Punctuality - Understanding - Cooperation |
|--|---|---|---|

- Competitive agencies and their plans
- Skill in public relationship
- Accuracy
- Trustworthiness
- A preliminary knowledge of income-tax relief
- Skill in maintaining liaison with medical and other personnel

CATEGORY E-3: Activities related to Property Dealers/
Estate Brokers/Property Agents

- Advising and assisting the client, rules and procedure in sale, and performing the property related activities
 - Knowledge of relevant acts, purchase and lease of property various agreements and documents
 - Skill in advising clients
 - Dependability
 - Cooperation
 - Ability in establishing contacts
 - Alertness
 - Courtesy
 - Good speech habits
 - Command over language
 - Trustworthiness
 - Efficiency
 - Following directions
 - Judgement and common-sense
- Valuation
- Skill in settling deals by bringing buyers and sellers together
- Practice in preparing details of the property
- Practice in scrutinising list of prospective buyers and sellers
- Practice in relevant correspondence and drafting
- Skill in drawing out terms of agreement and
- Skill in public relationship
- Municipal rules, local taxes, mortgage etc.
- Geographical knowledge of the surroundings of the property;
- Preliminary knowledge of advertisement and correspondence.

CATEGORY E-4: Share Market Activities

Purchasing, Selling
Shares, bonds, and
other securities, and
performing (routine)
related activities

- Knowledge of capital and money market nature, types, role and organisational set up.
- Types of securities - shares, bonds and debentures
- Relevant rules, acts and regulations governing the stock exchange
- Company law - Memorandum and Articles of Association, Prospectus, transfer and transmission of shares, share warrants, dividends etc.
- Financial statements and its analysis, share market trends; and
- Various terms used in the sharemarket

- Skill in establishing contacts
- Ability in analysing financial statement and predicting
- Practices in filing relevant forms
- Ability in analysing share market conditions
- Skill in explaining advantages/dis-advantages of
- Selling and purchasing various types of securities
- Practice in maintaining routine accounts and correspondence
- Practice in maintaining mailing list of prospective investors

- Cooperation
- Dependability
- Promptness
- Initiative
- Effective communication
- Judgement
- Following directions
- Foresightness
- Emotional stability

• CATEGORY E-5: Activities related to Export Salesman

- | | | | |
|--|--|--|--|
| 1. Contacting and selecting distributors | <ul style="list-style-type: none"> - Knowledge of relevant languages - Export market potentialities - Knowledge required to determine soundness of firms/parties - Product and various means of providing information; and - Knowledge of relevant foreign trade offices and centres. | <ul style="list-style-type: none"> - Ability in establishing contacts and securing information - Skill in analysis. | <ul style="list-style-type: none"> - Social Adjustment - Reasoning - Effective communication - Efficiency - Travelling habits |
| 2. Analysing competition | <ul style="list-style-type: none"> - Knowledge of prices, price policy etc. | <ul style="list-style-type: none"> - Skill in analysing market and predicting | <ul style="list-style-type: none"> - Promptness - Accuracy - Alertness - Rational - Efficiency |
| 3. Executing Export-order | <ul style="list-style-type: none"> - Knowledge of export procedure, shipping charges, customs duties etc. - Knowledge of local laws and taxes | <ul style="list-style-type: none"> - Skill in interpreting various terms and conditions - Practice in filling up various forms - Skill in drafting and preparing relevant documents | <ul style="list-style-type: none"> - Command over language - Interpreting Ability - Accuracy - Preciseness |

Credit and Financial Activities	<ul style="list-style-type: none"> - Knowledge of foreign exchange, overseas, banking and preliminary knowledge of accounts. 	<ul style="list-style-type: none"> - Practice in filling up various forms and documents - Practice in maintaining routine accounts 	<ul style="list-style-type: none"> - Promptness - Interest and Enthusiasm - Preciseness - Neatness - Promptness - Carefulness - Efficiency
Making Adjustments	<ul style="list-style-type: none"> - Technical knowledge of product and company's policy of adjustment and replacement 	<ul style="list-style-type: none"> - Practices of making adjustment 	<ul style="list-style-type: none"> - Judgment and common-sense - Obedience - Persuasion - Efficiency - Punctuality
Reportin	<ul style="list-style-type: none"> - Knowledge of correspon-dence and preparation of reports 	<ul style="list-style-type: none"> - Skill in drafting - Practice in preparing report 	<ul style="list-style-type: none"> - Command over language - Preciseness - Judgment and common sense - Neatness - Efficiency

ATEGORY E-6: Activities related to Fashion Model

lling, and
laying

- Conceptual knowledge
- Skill in designing/
decoration and
make up
- Type of modelling
still and live modelling
- Skill in showmanship
- Knowledge of designing
process of ornamentation
- Presentation - objectives,
essential and showmanship

- Inauguration
- Clarity
- Aesthetic sense

grooming and
costuming
(a)

- knowledge of grooming,
dressing and its
process and
- Skill in grooming - practices
correct use and application of
cosmetics, dresses and an
ability to match physical
structure in that dress sense
and practices in carrying with
dresses.
- Demonstration and its
d
- Skill in exercising various
facial expressions
- Ability to dance
- Skill in exhibiting
various poses and positions

- Good physical
structure
- Photogenic fact
- Emotional stability
- Aesthetic sense
- Tenderness
- Patience
- Sense of humor
- Tolerance
- Alertness

COURSE OBJECTIVES

Cognitive (Knowledge) Objectives

1. To help students to acquire knowledge of:
 - i) Receiving and attending the customers;
 - ii) Ascertaining the customer needs;
 - iii) Displaying merchandise;
 - iv) Presenting sales argument;
 - v) Closing the sales;
 - vi) Auxilliary selling and servicing activities;
 - viii) Performing the duties of purchasing agents/buyers;
 - ix) Conducting demonstration and undertaking surveys;
 - x) Servicing the propect;
 - xi) Selling to established and new Customers;
 - xii) Making House calls \
 - xiii) Organising and conducting auctions;
 - xiv) Working of the property dealer; Estate broker, property agent
- share market broker/Dalal; an export salesman in the capacity of a
self-employed Salesman.

SKILL OBJECTIVE

2. To help students in developing skills in
 - i) receiving and attending customers;

- ii) identifying and determining customers' needs;
 - iii) displaying and demonstrating merchandise;
 - iv) presenting sales arguments;
 - v) closing the sales;
3. To help students in developing skills in specialised selling activities of
- i) sales by auction
 - (a) skill in organising and conducting auction;
 - (b) skill in inviting competitive bidding;
 - ii) insurance sales activities
 - (a) skill in canvassing,
 - (b) in establishing contact with clients
 - iii) property dealer/agent activities
 - (a) skill in advising clients
 - (b) skill in establishing contacts
 - (c) skill in settling deals.
 - iv) Share market broker/dalal
 - (a) skill in analysing share market conditions
 - (b) skill in analysing and interpreting balance sheet

v) Export salesman activities

- (a) skill in establishing contact,
- (b) skill in securing information
- (c) ability in exploring market potentialities

vi) Fashion model

- (a) skill in designing decoration and make-up
- (b) skill in grooming.

Personality Traits Objectives

4. To develop the personality traits such as:

- i) accuracy, ability to get along with others, acceptance of responsibility, cooperation, courtesy, cheerfulness, dependability, emotional stability, efficiency, following directions, honesty, initiative, interest, judgements, neatness, promptness, punctuality, personal appearance, sincerity, tactfulness, and willingness to accept criticism etc. to enable him to act as an effective salesman.